

CLAIMS

What is claimed is:

1. A promotional assembly comprising:
 - a first layer of material having an exterior surface and an interior surface;
 - a liner adhered to said interior surface of said first layer of material;
 - a second layer of material having an exterior surface and an interior surface with said interior surface of said second layer of material adhered to said liner to sandwich said liner between said first and second layers of material;
 - a plurality of first score lines cut through said first layer of material, said liner, and said second layer of material to define an advertising portion and a coupon card portion with said portions being separable from each other;
 - said advertising portion having a hanging section defining an opening for mounting said assembly;
 - advertising areas on said exterior surfaces of said advertising portion with said advertising areas having promotional printed matter imprinted on at least one of said exterior surfaces for conveying various advertising information to a user and for providing a marketing aspect to said assembly; and
 - a plurality of second score lines cut through said second layer of material on said coupon card portion to define a plurality of removable mini-coupons that can be subsequently detached from said coupon card portion for allowing a user of said assembly to redeem said mini-coupons.
2. An assembly as set forth in claim 1 wherein said opening is substantially circular.
3. An assembly as set forth in claim 1 wherein said advertising portion includes a slit extending from said opening to a periphery of said advertising portion for allowing access to said opening.

4. An assembly as set forth in claim 1 wherein said advertising areas are spaced from said opening on said advertising portion.

5. An assembly as set forth in claim 1 wherein said plurality of second score lines are only cut through said coupon card portion thereby leaving said advertising portion free from said second score lines.

6. An assembly as set forth in claim 1 wherein said plurality of first score lines is further defined as a single series of transverse score lines cutting completely across said advertising portion and said coupon card portion.

7. An assembly as set forth in claim 6 wherein said plurality of second score lines is further defined as an array of score lines partially cut through said coupon card portion.

8. An assembly as set forth in claim 1 wherein said first and second layers of material are further defined as first and second layers of card stock, respectively.

9. An assembly as set forth in claim 8 further including a first adhesive layer disposed between said interior surface of said first layer of card stock and said liner to adhere said first layer of card stock to said liner, and further including a second adhesive layer disposed between said interior surface of said second layer of card stock and said liner to adhere said second layer of card stock and said liner.

10. An assembly as set forth in claim 9 wherein said plurality of second score lines further cuts through said second adhesive layer such that each of said mini-coupons includes a portion of said second layer of card stock and a portion of said second adhesive layer.

11. An assembly as set forth in claim 9 further including printed matter imprinted on at least one of said exterior surfaces of said coupon card portion.

12. An assembly as set forth in claim 11 further including a first laminate layer adhered to said exterior surface of said first layer of card stock for protecting said first layer of card stock and any printed matter thereon and a second laminate layer adhered to said exterior surface of said second layer of card stock for protecting said second layer of card stock and any printed matter thereon.

13. An assembly as set forth in claim 1 further including a plurality of connection points disposed between said plurality of first score lines for maintaining interconnection between said advertising portion and said coupon card portion wherein said connection points may be broken upon separation of said advertising portion from said coupon card portion.

14. An assembly as set forth in claim 1 further including a plurality of interconnected promotional assemblies with each assembly having substantially the same printed matter disposed on each exterior surface of said first and second layers of material for creating a series of substantially identical promotional assemblies.

15. A promotional assembly comprising:

a first flexible film layer having an exterior surface and an interior surface and a thickness of from 1.0 mil to 8.0 mils;

a liner adhered to said interior surface of said first flexible film layer with said liner being formed of a paper card stock having a thickness of from 2.8 mils to 9.0 mils;

a second flexible film layer having an exterior surface and an interior surface and a thickness of from 1.0 mil to 8.0 mils with said interior surface of said second flexible film layer adhered to said liner to sandwich said liner between said first and second flexible film layers;

a plurality of first score lines cut through said first flexible film layer, said liner, and said second flexible film layer to define a sticker portion and a coupon card portion with said portions being separable from each other, at least one of said first and second flexible film layers on said sticker portion being removable from said liner for allowing a user to transpose said first and second flexible film layers from said sticker portion to another substrate;

printed matter imprinted on at least one of said exterior surfaces of said sticker portion for conveying various pictorial, graphical, and text messages to the user thereby encouraging the user to remove at least one of said first and second flexible film layers on said sticker portion; and

a plurality of second score lines cut through said second flexible film layer on said coupon card portion to define a plurality of removable mini-coupons that can be subsequently detached from said coupon card portion for allowing the user of said assembly to redeem said mini-coupons in addition to utilizing said sticker portion.

16. An assembly as set forth in claim 15 wherein said first and second flexible film layers have a thickness of from 3.0 mils to 5.0 mils.

17. An assembly as set forth in claim 16 wherein said liner has a thickness of from 3.8 mils to 8.1 mils.

18. An assembly as set forth in claim 15 wherein said liner has a thickness that is larger than said thicknesses of each of said first and second flexible film layers.

19. An assembly as set forth in claim 15 wherein said liner has a thickness that is at least one and one half times larger than said thickness of each of said first and second flexible film layers.

20. An assembly as set forth in claim 15 wherein said first and second flexible film layers are formed of a compound selected from the group consisting of acrylic, acetate, diacetate, polyester, polycarbonate, polyethylene, polypropylene, polystyrene, polyethylene naphthalate, polyvinylfluoride, polyimide, polyolefin, polyethylene fibers, and vinyl.

21. An assembly as set forth in claim 15 wherein said first and second flexible film layers are formed of a substantially clear vinyl compound.

22. An assembly as set forth in claim 15 wherein said first and second flexible film layers are formed of a substantially opaque vinyl compound.

23. An assembly as set forth in claim 15 wherein each of said first and second flexible film layers includes a top coat defining said exterior surfaces with said top coat allowing said printed matter to be imprinted on said exterior surfaces.

24. An assembly as set forth in claim 15 further including a first adhesive layer disposed between said interior surface of said first flexible film layer and said liner to adhere said first flexible film layer to said liner, and further including a second adhesive layer disposed between said interior surface of said second flexible film layer and said liner to adhere said second flexible film layer and said liner.

25. An assembly as set forth in claim 24 wherein said first and second adhesive layers are formed of an acrylic based removable adhesive that prevents depositing of a residue upon subsequent removal from a substrate.

26. An assembly as set forth in claim 24 wherein said plurality of second score lines further cuts through said second adhesive layer such that each of said mini-coupons includes a portion of said second flexible film layer and a portion of said second adhesive layer.

27. An assembly as set forth in claim 26 wherein said plurality of second score lines are only cut through said coupon card portion thereby leaving said sticker portion free from said second score lines.

28. An assembly as set forth in claim 26 further including a release coating disposed between said liner and said second adhesive layer such that said mini-coupons are removable from said liner without damaging said liner or said mini-coupons.

29. An assembly as set forth in claim 28 wherein said second flexible film layer on said sticker portion is removable from said liner without damaging said liner or said sticker portion and wherein said second adhesive layer remains attached to said second flexible film layer on said sticker portion during said removal.

30. An assembly as set forth in claim 24 further including a release coating disposed between said liner and said first and second adhesive layers such that both of said first and second flexible film layers on said sticker portion are removable from said liner without damaging said liner or said sticker portion and wherein said first and second adhesive layers remain attached to said first and second flexible film layers, respectively, during said removal.

31. An assembly as set forth in claim 30 wherein at least some of said printed matter imprinted on one of said exterior surfaces of said sticker portion is imprinted as a mirror image to define a mirror image sticker.

32. An assembly as set forth in claim 15 wherein said plurality of first score lines is further defined as a single series of transverse score lines cutting completely across said sticker portion and said coupon card portion.

33. An assembly as set forth in claim 32 wherein said plurality of second score lines is further defined as an array of score lines partially cut through said coupon card portion.

34. An assembly as set forth in claim 24 further including printed matter imprinted on at least one of said exterior surfaces of said coupon card portion.

35. An assembly as set forth in claim 34 further including a first laminate layer adhered to said exterior surface of said first flexible film layer for protecting said first flexible film layer and any printed matter thereon and a second laminate layer adhered to said exterior surface of said second flexible film layer for protecting said second flexible film layer and any printed matter thereon.

36. An assembly as set forth in claim 15 further including a plurality of connection points disposed between said plurality of first score lines for maintaining interconnection between said sticker portion and said coupon card portion wherein said connection points may be broken upon separation of said sticker portion from said coupon card portion.

37. An assembly as set forth in claim 15 further including a plurality of interconnected promotional assemblies with each assembly having substantially the same printed matter disposed on each exterior surface of said first and second flexible film layers for creating a series of substantially identical promotional assemblies.